MAP COLLECTION
UNIVERSITY OF ALBERTA
EDMONTON, ALBERTA
CANADA

La Ciudad Y Puerto de The City and Port of MAZATLAN

0 0.1 0.2 0.4 0.6 0.8 1.0 NAUTICAL MILE
1 0 1 KILOMETERS

SOUNDINGS IN FATHOMS

Area-B

Datos Geograficos:	Geographic Data:
Latitude Norte:	North Latitude: 23° 11′ 55″
Longitud Oeste:	West Longitude: 106° 11′ 20″
Habitantes: 104,800	Population: 104,800
Promedia de Temperaturas	Maxima 34.7
Minima 9° 3	(Centigrade)

Escudo De Mazatlan
Mazatlan Shield

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ESTADO DE SINALOA
SINALOA STATE

PLANO GUIA TURISTICO DE LA CIUDAD Y PUERTO
TOURIST GUIDE MAP OF THE CITY AND PORT OF MAZATLAN

1965 - 1966

Edited by Triumph Press, Inc. from information on the tourist guide map of the city and port of Mazatlan, by special permission of the Tourist Department and Public Relations Office of the City of Mazatlan, Sinaloa, Mexico. (Chart soundings are from the U.S.G.S. chart.)

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EL GOBERNADOR DEL ESTADO,
C. LEOPOLDO SANCHEZ CELIS.
EL PRESIDENTE MUNICIPAL,
C. DR. ALBERTO TRIPP FLORES.
EL JEFE DEL DEPTO. DEL TURISMO
MPAL. Y RELACIONES PUBLICAS,
C. ELISEO D. HERMOSILLO.

OS SALUDAN Y DAN LA BIENVENIDA

MR. LEOPOLDO SANCHEZ CELIS,
GOVERNOR OF THE STATE.
DR. ALBERTO TRIPP FLORES,
MAYOR OF THE CITY.
MR. ELISEO D. HERMOSILLO,
CHIEF OF THE MUNICIPAL TOURIST DEPARTMENT AND PUBLIC RELATIONS.

SEND YOU A CORDIAL SALUTATION AND A WARM WELCOME TO MAZATLAN

Mexico-town plans MAZATLAN (1965) (1)

MAZATLAN...PEARL OF THE PACIFIC

MAZATLAN

On the west coast of Mexico, about a thousand air miles south of Los Angeles lies Mazatlan, the "Pearl of the Pacific." Located just a few miles below the Tropic of Cancer, this tropical city, in the State of Sinaloa, has a delightful charm that fascinates all who visit it. The temperatures range from the middle fifties at night to ninety during the day. It is a haven for those who enjoy sunbathed beaches and the picturesque beauty of old Mexico. A mecca for sportsmen from all over the world, Mazatlan is at the entrance of the Gulf of California, termed the world's largest fish trap.

Mazatlan, its history stretching back to the ancient Indian times, was once a pirates' refuge, later a thriving seaport and trading center with the Orient. Today, this beautiful harbor is one of the busiest in Mexico. Of interest to all visitors in this part of Mexico, is the large sea-going ferry which makes regular scheduled voyages between Mazatlan and La Paz.

The Mazatlan M.S. La Paz ferry, is a 367 foot Japanese built vessel, which carries 370 passengers, 114 cars and 60 trucks. The ship is air conditioned and has a coffee shop, restaurant, bar, movies and a swimming pool.

The ship sails from Mazatlan across the mouth of the Gulf of California to the tip of Baja California to La Paz, a distance of 240 miles. The crossing to La Paz takes 16 hours. Advance reservations are not necessary and tickets can be secured by calling the Mazatlan Ferry dock, (telephone 24-54). The M.S. La Paz leaves Mazatlan on Saturday and Tuesday at 5 p.m. and arrives at La Paz Sunday and Wednesday at 9 a.m.

Among Mazatlan's many fascinating spots is El Faro (the lighthouse), the second highest natural lighthouse in the world. Located on El Creston hill, the panoramic view is well worth the climb to this unique spot.

The Cerro de la Neveria (ice box hill) is a drive which also has an unforgettable view. This hill, located at the end of Olas Altas Boulevard, received its name because ice was stored in two huge tunnels, at the summit. Many years ago, ice was brought by boat from San Francisco, stored in the hill for use in the city.

On Avenida Del Mar, stands one of Mazatlan's most famous landmarks, the Monument to the Fisherman. This striking monument overlooks Playa Norte, the popular beach lined with its many palm-shaded ramadas, and fringed with the luxury hotels, and apartments.

Further north, are the beaches Las Gaviotas, El Sabalo, and the beautiful Playa Escondido, with its many excellent hotels and restaurants.

The city of Mazatlan is a combination of the old and the new. The architecture of the last century blends with the modern facilities that have been erected on the beaches. This is a clean and wonderful city. Behind the Plaza de la Republica, the town square, the friendly people enjoy their wonderful climate and relaxed atmosphere. Every block or two one finds the cheerful little carts and wagons that dispense tropical fruit drinks and food for which the Mazatlecos (local boys) are famous.

No visitor to Mazatlan should miss a sightseeing tour in one of the two-wheled horse-drawn taxis called aranas (spider). For seven or eight pesos per hour within the city limits, you can have more fun per minute than you ever imagined. You won't miss seeing a thing as you jog along at a slow and easy pace, wave to everyone you know, see the shops, and stop for refreshments. A wonderful way to relax and really see Mazatlan. Your hotel will make special arrangements for you if you desire a particular tour. The prices are moderate.

The beautiful, narrow, winding streets, dotted with pastel houses that lead to the square. A canopy of Indian laurel and cascades of flowers, make the square the ideal place to just sit in the sun and relax. Living is indeed a pleasure in Mazatlan.

The visitor to Mazatlan has a wide variety in accommodations and dining places to choose from. There are many inns that are typically Mexican. These are, for the most part, very clean and the food is good. The people who operate these smaller establishments extend every courtesy to the guest. The prices, although they may vary according to the season, are for the most part quite nominal. The larger and newer hotels and motels are priced accordingly, yet are reasonable. There are luxury hotels with skyrooms, cocktail lounges, night clubs with sophisticated entertainment, filtered swimming pools, or you can choose the modest, comfortable motels and inns.

The restaurants vary from strictly Mexican dishes prepared in the native manner, to American dishes that remind you of home. But regardless of where you eat, don't miss ordering a seafood dinner, Mexican style. Mazatlan's seafood caught fresh every hour of the day and prepared to order, is indeed a gastronomic delight.

Bottled water is used generally in all of the hotels. If the visitor has any doubts about the food, order it well done.

For those that make the trip with a camper or trailer, there are a number of trailer parks on the northern side of town. The facilities are clean and quite satisfactory.

Regardless of the type of accommodations or the prices, there is one thing that residents of Mazatlan all share in common. The desire to serve well, and be gracious hosts, in this charming city.

The popularity of Mazatlan is due, in part, to the accessibiltiy. Two major airlines serve the city every day. Buses from Nogales, at the border use Mexico's Federal Route 15, and the trip by automobile is a pleasant one on a highway that ranges from fair to good. It is 260 miles from Nogales to Guaymas, the first and only over night stop. The driving time averages from 5½ to 6½ hours. Most of the country is semi-arid. The traffic is rather light, so the somewhat narrow lanes do not present much of a problem. Although there are, on the highway from Nogales, places to dine and purchase gasoline, the best facilities are to be found in Guaymas for overnight stopping. In Guaymas, there are a number of good restaurants, trailer parks and motels.

From Guaymas to Mazatlan is 492 miles, a distance that requires about eleven hours traveling time. There are many places to stop for fuel and food, but it is best to continue on to Mazatlan, where the facilities are excellent. For this second day's journey, an early start is recommended for again the country is semi-arid, and rather monotonous.

No motorist should attempt to travel by car in Mexico without the proper automobile insurance issued by a company licensed to do business in Mexico. There are firms that specialize in Mexican auto insurance for short periods. In Mazatlan, there are auto agencies that specialize in repairs and parts, and most widely sold autos are represented.

Mazatlan is justly proud of its title as the bill-fishing capital of the northern hemisphere. Here the world's record for black marlin, and sailfish (caught on light tackle) have been set. The abundance of marlin, sailfish and dolphin the year around leaves no off-season for the sport fisherman. Very capable English-speaking crews man the fishing boats. Reservations for these boats can be made at the hotels or at the docks.

To many big game fishermen, Mazatlan is the ultimate in fishing. Nearly six thousand bill fish are landed here every year. The fishing is good all year as there are always one or more species headed into the big trap of the Gulf of California from the waters of the Pacific Ocean.

For a boat that holds six, three chairs and three crew members, the cost is about $60.00 to $65.00 per day. This includes bait and more often than not, the good Mexican beer which is hard to beat. To write an insurance policy on the success of your fishing trip would be no gamble. Oftentimes, within a mile from shore the big, big ones are hooked. During the season which some consider to be from May to September, the boats will usually average about four bill fish a day. This season is not ironclad.

In the fall the striped Marlin will spend six months exploring the Gulf, almost up to Arizona. When he finally finds his way out of the trap and back into the Pacific Ocean the sail fish begins his journey and passes him at the entrance to the Gulf, which is Mazatlan. This vast migration of fish gives Mazatlan its record-breaking fishing waters. The Skippers who man the fishing boats, most of them started out as boys working as deck hands, know every trick and technique to fish this teeming sea.

Skin diving takes on new meaning in these warm waters of Mazatlan. Spear fishing is also becoming increasingly popular, and many of the local experts can guide you to some of the best spots for ideal spear fishing. A fishing license is necessary and can be obtained in Mazatlan for but a few pesos.

Although Mazatlan is known mostly for the fishing, beautiful climate and all the things that go with such a paradise, it is also known for the fine hunting. "The place where the deer come to water," this is the literal translation of Mazatlan. But the deer, as numerous as they are, by no means live alone. Mountain lion, the dangerous wild boar, wildcat and coyote are the ones to go after if you are seeking big game sport. A plentitude of pheasant, quail, doves and duck entice the hunter. Proficient guides assure an ample bag of game, with the minimum of effort.

Hunting licenses are required, and it is necessary to have the required documents. The hunter should abide by the rules and regulations regarding this procedure, and will be extended every courtesy. A letter from an official of a police department, or from the county sheriff attesting to the character of the individual applying for the permit, is required, as well as front view photographs. Complete information can be obtained from the Mexican Consul or Mexican Tourist Bureau nearest you.

The week before Lent, the city of Mazatlan is one, big magnificent carnival. The Mazatlan Carnival, a famous Mardi Gras, takes over for every inhabitant and visitor. Everything is forgotten but the celebration. It begins with a colorful International Parade that features beautiful queens on dazzling floats. Mazatlan's sister city, Santa Monica sends gorgeous representatives, as does Los Angeles, San Francisco and Tijuana. The parade has a display of humor and cheerfulness, second to none. With an outstanding display of fireworks, all troubles are burned in effigy amongst the thrills and excitement of the celebrants.

Public dances are held on the Promenade of High Waves (Olas Altas). Visitors find dancing on the ocean-front boulevard an unforgettable experience. Equally exciting is the parade of His Ungraceful Majesty, the Ugly King, surrounded by Mazatlan's most luscious girls. Added to all this is a costume dance, a Mexican fair with cock fights and hundreds of other attractions. Bands from all of Sinaloa play music in the streets so that the populace may sing and dance without spending a peso.

The Coronation of Her Majesty the Queen, attended by famous artists, is a highlight of the festivities, climaxed by the crowning of the Ugly King, amid much gaiety and laughter.

At the fine arts festival, the Mazatlan Prize for Literature is awarded for the outstanding book published during the previous year.

Another event that is very popular and commands wide attention is the Los Angeles-Mazatlan Yacht Race, held every two years. It begins at Los Angeles and ends at the harbor entrance at Mazatlan. A large number of boats participate, the competition is keen, and the yachtsmen, from all walks of life are experts. It is a thrilling and exciting race, and a great celebration follows in Mazatlan at the completion of this contest.

HOTELS . . .

HOTEL FREEMAN, along the Avenue of High Waves (Avenida Olas Altas). Tallest structure in Mazatlan. Air-conditioned, dining room, a skyroom on the top floor and a cocktail lounge. New and modern.

BELMAR HOTEL, Olas Altas 66. Phone 20-66. Colonial atmosphere. Dining room, cocktail lounge. Swimming pool, tropical gardens. Air-conditioned.

ELDORADO HOTEL on Av. del Mar, Phone 30-46. P.O. Box 330. Air conditioned rooms have balconies. Restaurant, bar and lounge. Swimming pool. Free parking.

HOTEL PLAYA MAZATLAN on Las Gaviotas Beach. P.O. Box 207. Phone 23-23. A three-story motor hotel. Comfortable rooms and suites. Air conditioned units, 20 pesos extra. Air conditioned dining room. Cocktail bar on rooftop. Dancing nightly during season. Heated swimming pool. Pets allowed.

HOTEL DE CIMA, Av. del Mar. P.O. Box 350. Phone 34-47. Some air-conditioned rooms. Suites. Dining room, air conditioned cocktail bar and lounge. Dancing in air-conditioned night club. Swimming pool, free parking.

LIDO HOTEL APARTMENTS, Paseo Clausen and Jaboneria. P.O. Box 140. Phone 38-83. Very good housekeeping units. Maid service, garage. No pets. Weekly and monthly rates.

HOTEL LA SIESTA, Av. Olas Altos 11, west of the Plaza. Phone 26-40. Well managed. Pleasant rooms, some air-conditioned, 30 pesos extra. Dining room, cocktails, patio. Pets allowed.

HOSTERIA MENDOZA, Ave. Aleman and Benito Juarez 89, near La Paz Ferry Landing. Phone 45-13. Exceptionally well kept. Motel-type units with showers. Filtered swimming pool surrounded by beautiful tropical gardens and patio. Specializing in American food, well prepared.

In the central commercial district there are a number of smaller hotels. It is up to the visitor to pick and choose. It is impossible to supply accurate information here for there are so many.

MOTELS . . .

SANDS MOTEL, Avenue del Mar. Phone 47-48. Own beach. Rooms with private balcony. Bar and restaurant, swimming pool.

MOTEL AQUA MARINA, Avenue del Mar 110. Phone 37-40. Two story motel. Rooms have telephones and shower baths. Air conditioned rooms 20 pesos extra. Dining room, cocktail lounge and bar. Room service. Swimming pool. Putting green, gold privileges, extra charge.

INTERNATIONAL MOTEL, north entrance to Mazatlan. Comfortable, clean. Tennis court, garden. Most all motel services.

MOTEL LOS FLAMINGOS, on Mexico Federal Highway 15, 5 blocks from beach via Calle Gaviotas. Phone 23-54. P.O. Box 122. Comfortable, well kept units. Shower baths. 19 units air-conditioned, 15 pesos extra. Dining room, cocktail bar, swimming pool. Pets.

MOTEL DEL SOL, Avenue del Mar. P.O. Box 400. Phone 47-12. Studio-kitchenette apartments, telephones and shower baths; 9 air conditioned units. Coffee shop, room service. Small swimming pool.

MOTEL LAS PALMAS, Sabalo Beach Road. P.O. Box 317. All rooms with balconies or terraces and shower baths. Located in a coconut grove. Air conditioned units 20 pesos extra. Swimming pool.

MOTEL PLAYA DEL REY on Playa El Camaron on Sabalo Beach Road. P.O. Box 317. Phone 36-16. Two story motel on the beach. Studio efficiency untis, all with telephones and shower bath. Swimming and wading pools. Cocktail bar and pool-side snack bar. No pets.

TRAILER PARKS . . .

SEA SIDE TRAILER PARK, Sabalo Beach Road. P.O. Box 362. Situated in a palm grove across from beach. 56 trailer spaces; trailer connections; patios, showers and toilets. Laundry room. Barbecue pits. Pets ok.

LAS PALMAS TRAILER PARK, Sabalo Blvd. P.O. Box 310. Concrete terrace for each space. Water and electric connections. Recreation hall; swimming pool. Laundry facilities. Located in a coconut grove. Beer and soft drinks. Pets ok.

SABALO BEACH TRAILER PARK, located on the beach. P.O. Box 480. All modern facilities. Laundry, groceries, playgrounds.

CAMARON TRAILER PARK. P.O. Box 233. Located on Sabalo Beach Road. Laundry facilities, baths and toilets. Trailer connections, Pets ok.

BUNGALOWS . . .

REYNAUD'S, on Ave. del Mar. Phone 26-04. Comfortable two-bedroom bungalows. Kitchens, garages and room service. On own beach.

PLAYA ESCONDIDA, on the beach. P.O. Box 202. Phone 39-55. Private, furnished bungalows. Tropical vegetation and palm trees. Good surf fishing.

LAS GAVIOTAS, on the beach. P.O. Box 472. Air conditioned. Kitchenettes, Studio Rooms and two bedroom bungalows. Swimming pool.

DEL SOL, on Ave. del Mar. Telephone 47-12. P.O. Box 400. Air conditioned. Nearly new units, modern kitchens. Good restaurant.

BUNGALOWS DE LA LAGUNA. P.O. Box 182. Nicely furnished. On the beach. Kitchenettes, maid service.

FURNISHED APARTMENTS . . .

LAS PALMAS, on Ave. Las Palmas close to north beach. Telephone 28-20. Air conditioned, completely furnished. Complete service.

DEL MAR, 721 Ave. del Mar. Telephone 48-09. Completely furnished two-bedroom apartments, all with ocean view.

RESTAURANTS

All of the larger hotels have excellent dining rooms, such as the Bel Mar, De Cima, El Dorado, La Siesta, Playa Mazatlan, etc. In addition, there are many restaurants throughout the city, with tempting menus and appetizing food. Listed below are some of the well known cafes in Mazatlan.

Cazadores, Sedran at Najera Streets. Telephone 50-03.

La Copa De Le Leche, on Ave. Olas Altas. Telephone 32-14 and 35-13.

Mencoza's Hosteria Colonial, Aleman at Juaraz. Telephone 45-13.

Pekin Chinese Restaurant, Juarez Street. Telephone 33-30.

Joncol's, Flores Street, near Carnaval.

FISHING FLEETS

All fishing fleets are located at the foot of the Lighthouse hill (see Map B, C-1, C-2, C-3). For reservations telephone the numbers listed or make your reservations through your hotel. Or, if you wish you may drive direct to the landing and make your reservations.

Luis Patron's Indian Fleet, Telephones 35-12, 30-45, 35-39. Single and twin-engined cruisers. All equipped with bunks, toilet facilities, fishing chairs and tackle.

Marine Fleet, Telephones 20-05, 25-82, 27-56, 37-28. New sport fishing cruisers for marlin and sailfishing. Bay fishing, skin diving (Aqua Lung rental).

Star Fleet, Telephones 35-37, 20-77. Sport fishing cruiser, single or twin engine, radio equipped, diesel powered.

TRANSPORTATION

Airlines . . .

AERONAVES DE MEXICO, S.A. Ticket and reservation office, Olas Altas No. 66. Telephone 30-96. Airport 26-13. Flights from Los Angeles to Mazatlan on Tuesday, Wednesday and Thursday with a 20 minute stopover in Tijuana. From Mazatlan to Los Angeles with Tijuana stopover same days. Also flights from Mazatlan to Tucson, Arizona, Mexico Ctiy, Nogales, Ciudad Juarez, Piedras Negras, Chihuahua and many other cities in Mexico.

CIA. MEXICANA DE AVIACION, S.A. Reservation and Ticket office, Claussen at Dominguez. Telephone 34-14. Airport 34-57. Daily flights to Los Angeles, California, Mexico City, Guadalajara, Puerto Vallarta, Hermosillo and Mexicali. Two daily flights from Los Angeles to Mazatlan.

Buses . . .

TRANSPORTES MONTERREY SALTILLO, S.A. de C.V. First Class. Central Bus Terminal. Telephone 31-88. Air conditioned buses daily. Service to Durango, Torreon, Saltillo, Monterrey, Chihuahua, Ciudad Juarez.

AUTO TRANSPORTES "TRES ESTRELLAS DE ORO" S.C.L. North to Nogales, Mexicali and Tijuana. South to Guadalajara, Leon, Morelia, Queretaro and Mexico City.

AUTO TRANSPORTES UNIDOS DEL PACIFICO, S.A. de C.V. First Class air conditioned buses daily. Rosales No. 164. Telephone 39-33. Serving Tijuana, Mexicali, Nogales, Guadalajara, Morelia and Mexico City.

Railroad . . .

FERROCARRIL DEL PACIFICO, S.A. de C.V. Ticket and Reservation office B. Dominguez 7 S. Telephone 20-36. Information call 29-64. Trains daily to Mexicali, Nogales, Guadalajara and Mexico City. Dining coaches and Pullman Service.

Purisima Concepcion Cathedral. Construction started in 1875 by Priest Jose Ruiz.

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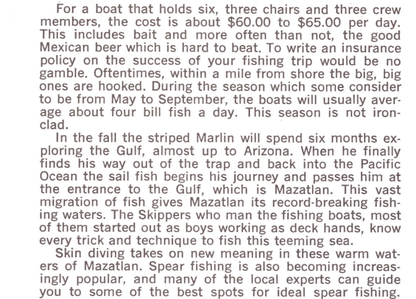
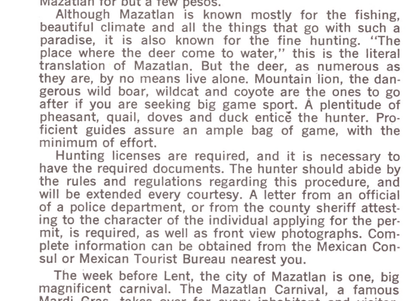


M. S. La Paz, sea-going ferry that operates between Mazatlan and La Paz. Photo Courtesy Enrique Ortega



Luis Patron displays the black marlin that make Mazatlan fishing famous.

Playa Norte. Small fishing boats bring their catches here.

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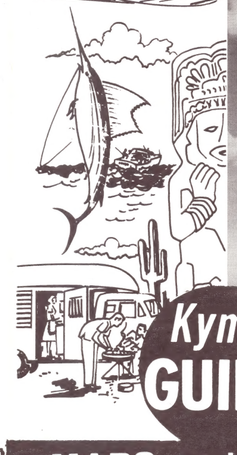
MAP OF
MAZATLAN
SINALOA
MEXICO

75¢

- HOTELS
- MOTELS
- RESTAURANTS
- TRAILER PARKS
- FISHING
- BOATING
- HUNTING
- TRAVEL



Kym's GUIDE NO. 58

Photo Enrique Ortega

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14. La Copa de Leche Restaurant
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Parks ▼ Gas Stations ■ Super Markets